

ORDER



Orders
Order / Rev: 170209
Alt Order #:
Product Desc:
Estimate: 2328-OFA Minnesota 11.2-11.6
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/02/12 / 11/02/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Anjie Brady
Sales Office: P-PHL
Sales Region: National

Agency Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007-3674

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama for America
Demographic: A35+
Product Codes: PL1
Priority: 3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	41	\$73,400.00	\$62,390.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	41	\$73,400.00	\$62,390.00	0.00
Totals	41	\$73,400.00	\$62,390.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	23%	\$73,400.00
Market	100%	\$319,130.43

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$79,782.61
KMSP	25%	\$79,782.61
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	2%	\$6,382.61
WCCO	25%	\$79,782.61
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	11/02/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	MT--F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/02/12	11/08/12	MT--F--			1		\$250.00		0.00				
N 2	M	11/02/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT--F--	:30	1	\$550.00	2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/02/12	11/08/12	MT--F--			1		\$550.00		0.00				

Order / Rev: 170209
Alt Order #:
Flight Dates: 11/02/12 - 11/06/12

Advertiser: Obama for America
Product Desc:
Estimate: 2328-OFA Minnesota 11.2-11.6

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	M	11/02/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	MT--F--	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$500.00		0.00			
N 4	M	11/02/12	11/06/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	-----S-					1	\$500.00		0.00			
N 5	M	11/02/12	11/06/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$725.00	2	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	-----S					1	\$725.00		0.00			
N 6	M	11/02/12	11/06/12	Su 9-10a This Week	CM	9-10a	-----S	:30	1	\$650.00	3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	-----S					1	\$650.00		0.00			
N 7	M	11/02/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	MT--F--	:30	1	\$225.00	3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$225.00		0.00			
N 8	M	11/02/12	11/06/12	M-F The View M-F The View	CM	10-11a	MT--F--	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$500.00		0.00			
N 9	M	11/02/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	MT--F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$250.00		0.00			
N 10	M	11/02/12	11/06/12	M-F 12-1p 9/26-TFN The Chew	CM	12-1p	MT--F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$300.00		0.00			
N 11	M	11/02/12	11/06/12	M-F 1-2p 1/16/12-TFN General Hospital	CM	1-2p	MT--F--	:30	1	\$225.00	3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$225.00		0.00			
N 12	M	11/02/12	11/06/12	M-F 2-3p 9/10-TFN Katie	CM	2-3p	MT--F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$250.00		0.00			
N 13	M	11/02/12	11/06/12	M-F 3-4p Twin Cities Live	CM	3-4p	MT--F--	:30	1	\$175.00	3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$175.00		0.00			
N 14	M	11/02/12	11/06/12	M-F 4-430p Millionaire	CM	4-430p	MT--F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$250.00		0.00			
N 15	M	11/02/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	MT--F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	MT--F--					1	\$250.00		0.00			
N 16	M	11/02/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	M--F--	:30	1	\$700.00	2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	M--F--					1	\$700.00		0.00			
N 17	M	11/02/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M--F--	:30	1	\$700.00	3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	M--F--					1	\$700.00		0.00			

Order / Rev: 170209
Alt Order #:
Flight Dates: 11/02/12 - 11/06/12

Advertiser: Obama for America
Product Desc:
Estimate: 2328-OFA Minnesota 11.2-11.6

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	M	11/02/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M--F--	:30	1	\$700.00	3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M--F--					1	\$700.00		0.00			
N18	M	11/02/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	M--F--	:30	1	\$650.00	3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M--F--					1	\$650.00		0.00			
N20	M	11/02/12	11/05/12	Sa 6-630p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$600.00		0.00			
N21	M	11/02/12	11/05/12	Su 530-6p Su 530-6p News	CM	530-6p	-----S	:30	1	\$700.00	2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$700.00		0.00			
N22	M	11/02/12	11/05/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	M-----	:30	1	\$5,250.00	3	0.00	NM	1	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$5,250.00		0.00			
N23	M	11/02/12	11/05/12	Monday Prime C Castle	CM	9-10p	M-----	:30	1	\$5,000.00	3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$5,000.00		0.00			
N24	M	11/02/12	11/05/12	7-1030p College FB ABC College Football	SPRT	7-1030p	-----S-	:30	2	\$1,800.00	3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					2	\$1,800.00		0.00			
N25	M	11/02/12	11/05/12	Sunday Prime A America's Funniest Home Videc	CM	6-7p	-----S	:30	2	\$3,200.00	3	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$3,200.00		0.00			
N26	M	11/02/12	11/05/12	Sunday Prime B Once Upon a Time	CM	7-8p	-----S	:30	2	\$5,750.00	3	0.00	NM	2	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$5,750.00		0.00			
N27	M	11/02/12	11/05/12	Sunday Prime C Revenge	CM	8-9p	-----S	:30	2	\$6,750.00	2	0.00	NM	2	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$6,750.00		0.00			
N28	M	11/02/12	11/05/12	Sunday Prime D 666 Park Avenue	CM	9-10p	-----S	:30	2	\$6,750.00	2	0.00	NM	2	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$6,750.00		0.00			
N29	M	11/02/12	11/05/12	M-F 1102p News thru 1102p M-F 1102p News	CM	1102-1132p	M--F--	:30	2	\$250.00	3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M--F--					2	\$250.00		0.00			
N30	M	11/02/12	11/05/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	M--F--	:30	2	\$900.00	3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M--F--					2	\$900.00		0.00			
N31	M	11/02/12	11/05/12	Su Late News Su 10-1035p	CM	10-1035p	-----S	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$1,300.00		0.00			
N32	M	11/02/12	11/05/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$600.00		0.00			

Order / Rev: 170209
 Alt Order #:
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: Obama for America
 Product Desc:
 Estimate: 2328-OFA Minnesota 11.2-11.6

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N32	M	11/02/12	11/05/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	-----S			1		\$600.00		0.00				
N33	M	11/02/12	11/05/12	M-F 1035-1102p thru 1/7CM Nightline	CM	1035-1102p	M--F--	:30	3	\$500.00	3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--			3		\$500.00		0.00				
													Totals	41	\$73,400.00